

ABSTRACT

Inline crossfold product and method that will provide substantially more insert sheet material than previous inline crossfold methods, and, additional inline crossfold packet configurations, is provided. A bound crossfold booklet, the equivalent of or a small catalog, which is particularly adapted for large mail distribution is provided. The substantially lower mailing cost of a six by nine inch booklet size, instead of the ordinary letter size catalog, yields substantial savings.

Production and handling costs are also minimized since the booklets are bound in the inline process, thereby eliminating separate handling and binding costs, where there is a separate binding and envelope stuffing operation required.